

**COLORCRETE**  
*The*  
**New Gateway**  
*to Money-making*  
*Opportunities*

**Colorcrete Industries**  
Holland - Michigan





*COLORCRETE Brick produce beautiful Homes.*



*COLORCRETE Brick homes are enhanced with COLORCRETE Ornaments.*



*These Moorish Jars lend charm to entrances.*

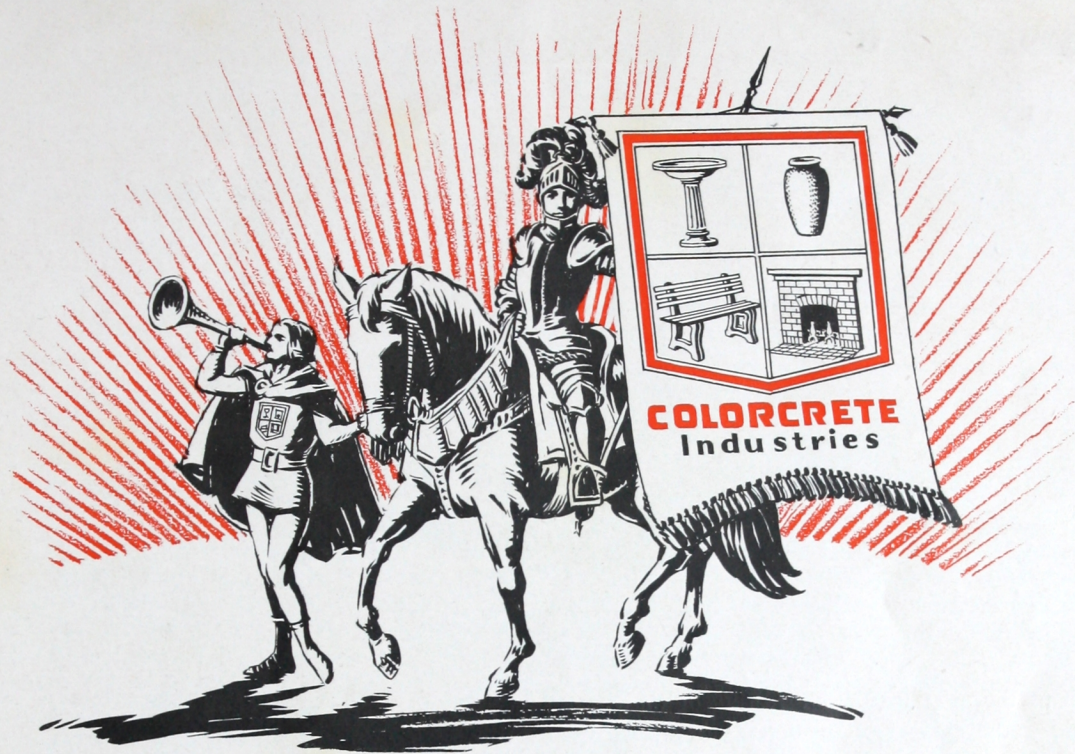


*COLORCRETE Pottery and Flagstones make entrances more inviting.*



*Flowers and Shrubbery in COLORCRETE Pottery add distinction to every home entrance.*





# Challenging All Comers

The discovery of Colorcrete is the outstanding development of this decade in a permanent material for beautifying homes and their surroundings. Opening marvelous new possibilities in masonry colors and textures, Colorcrete hurls an unanswerable challenge at all the previous conceptions of beauty, value and utility.

Colorcrete — concrete made glorious with charm of color and texture is entirely new. There is literally nothing in the masonry field to compare it with. It sets its own standards — standards so high that other materials cannot meet it on any common ground.

Think of a masonry substance that can be produced in thirty colors and shades! Colors ranging through every

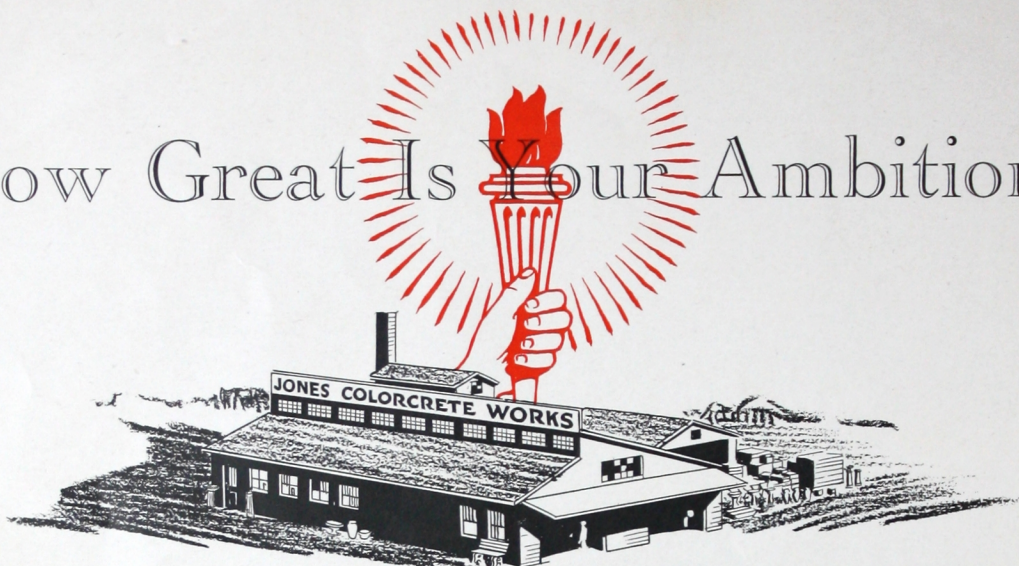
imaginable hue of the spectrum. Rich colors, brilliant colors, soft colors, pastel shades — all captured in a textured surface of indescribable variation and charm. And all possible of profitable production at an exceedingly moderate price.

It is wholly unnecessary to point out the business opportunities which so sweeping an advancement opens up. Color is the dominating note of civilization today. Demand for it exists everywhere. Automobiles, clothing, houses, furniture, everything in industry today is being re-styled to meet the color vogue. Color and charm have an enormous commercial value — increasing every day.





# How Great Is Your Ambition?



*Every man's great ambition is a business of his own through which he can build for himself success and a future.*

Perhaps the most remarkable feature of the business world is the number of small privately owned enterprises that grow to important and exceedingly profitable proportions. Everybody is familiar of course with the stories of great automobile concerns that evolved from back-yard workshops, and other similar spectacular successes that are part of industrial history. More important, however, are the thousands of smaller, more normal careers that have produced luxury, ease and financial security for their owners.

## **The Power of Ideas**

Invariably, one finds that these rapidly growing small businesses are based upon new ideas — discovering unfilled wants and satisfying them. Successes in regulation business endeavors are much rarer. The ordinary fields are too crowded. Competition raises its deadly head.

To have something new and better is the key to success. And when you can guard that something from the encroachment of competition then individual success is certain.

## **What Are the Essentials?**

A certain economist calls the idea which fills some existing want, the "service idea" — service to the public. He then sets up the formula: *service idea* plus *capital* creates *value* and *utility*.

Capital is important only as it provides the necessary machinery to transform the idea into value.

In the case of Colorcrete, the investment is very small, yet can be made to produce remarkable returns.

Suppose a man has savings of a thousand dollars. In a bank the money will return three or four per cent. Only thirty or forty dollars a year. Invested in bonds the return may increase to sixty dollars — still but a fraction of what a man needs to live. Yet the same amount employed as the power behind a business idea can be practically unlimited in scope, yielding a return all the way from a comfortable living to out-and-out wealth.





# COLORCRETE--A Complete Business Opportunity

Colorcrete is the trademarked name for a whole line of masonry products which are produced in glorious colors and textures by the Colorcreting process. This process is patented, and licensed for exclusive use in the Colorcrete industry. The complete line embraces a wide and diversified market — ranging from garden furniture to fireplaces, including such things as trim stone, masonry ornaments and the like, and the almost unlimited field of applying Colorcrete fusing to existing walls, both inside and out.

## A Wide and Flexible Market

As a Colorcrete producer, your market is limited only by your own vision and ambition. You can, by turns, with our cooperation, be a specialist in garden furniture, a specialist in trim stone and decorative stonework, a fireplace authority, an expert on wall finishes and so on. You can guide your activities by the season of the year and other factors, swinging your output from garden equipment and pottery in the summer to fireplaces and interior decoration in the winter.

You can visualize, like other Colorcrete men, the vari-

ous markets. You can explain to contractors, architects, florists, nurserymen, park commissions, golf clubs, home owners, cemetery lot owners, etc., just what they can secure. You can then fill orders that these various agencies find it profitable to place with the Colorcrete specialist, in the respective seasons of the year.

Having in Colorcrete a material without any rival in color, texture and decorative beauty, and at the same time lower in price than such materials as marble, granite, stone, and clay pottery, you are in that enviable position of offering the best for less—the greatest business advantage known.

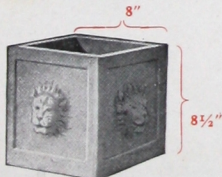
The activity of Colorcrete specialists in getting people's attention to their wares shows how great are the rewards of ambition and initiative in a small self-owned business. Displays around your own home, for example, at greenhouses and flower stores, in contractor's showrooms, at filling stations and in stores, rapidly broaden the scope of your sales. Once seen, Colorcrete is immediately admired. The moderate price does the rest.

## Attractive and Charming Garden Pieces



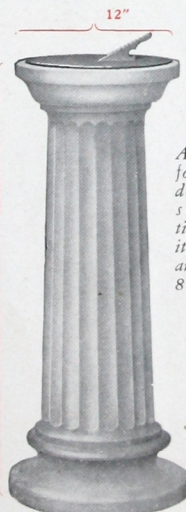
**The Spartan**

*An extremely artistic urn for lawn decoration. Very distinctive in ivory shades. Bowl is 8 inches deep.*



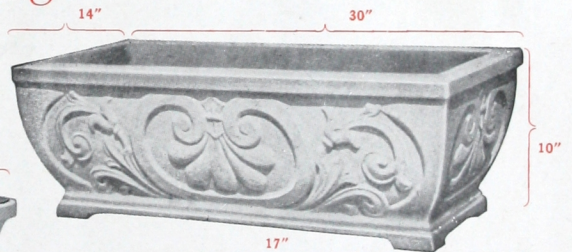
**The Aztec**

*A small, cleverly-designed box, beautified in a range of colors, makes it suitable for indoors or outdoors. Bowl is 7 inches deep.*



**The Happy Hour**

*A beautiful COLORCRETE unit in any color. The fluted pedestal reflects the glorious changing tints in sunshine and shadows.*



**The Normandy**

*A deluxe flower box for porches and windows. The beautiful scroll design in tinted effects makes it harmonize with any setting. Bowl is 8 inches deep.*



**The Grecian**

*The Grecian Urn is a combination of the artistic and romantic, with a touch of the vineyard. In subdued tints it becomes exceedingly attractive. Bowl is 12 inches deep.*



# Garden Furniture and Ornaments ---a new and amazing field

The garden vogue is growing at a rate that is amazing. All over the country there is a move for beautifying homes, parks and streets. Great magazines like House and Garden and Ladies' Home Journal are fostering the vogue. Organizations producing seeds, plants or garden equipment are growing by leaps and bounds. Landscape architects are specifying suitable garden furniture and ornaments by the thousand—wholesale business for you. Thousands of women are planning their own gardens, buying attractive jars, urns, benches, bird-baths, etc., just as rapidly as their means will permit.

The prices people will pay for beautiful garden furniture are often amazing. A millionaire in New York bought from a certain shop just off Fifth Avenue a pair of old Italian jars for \$1200. That is, of course, extreme, but you will find that marble, granite and Terra Cotta vases and ornaments sell well up to fifty, sixty and seventy dollars or more. People want beauty and distinction. Naturally, poor old, gray and lifeless concrete will not do. Nor do paint or washes applied to it help to make it salable. But Colorcrete in its glorious range of colors, many of them impossible to obtain in any other material whatever, makes an instant appeal—especially at the relatively moderate sale prices that are recommended in your manual and data.



*Oxidized Copper Sun Dials fit in the space provided in pedestal. "Count none but Sunny Hours," is the thought expressed.*



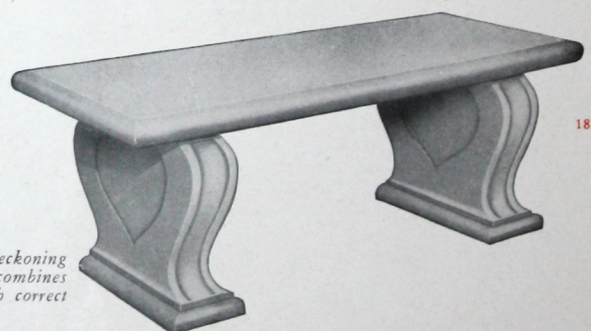
**The Birdfont**

*The Birdfont invites the songsters and warblers to a haven of rest and recreation. It is an inspiration to every lover of nature. In COLORCRETE tints it adds charm and harmony to any surrounding.*



**The Sylvan**

*The curved lawn seat in various colors has created popular admiration on account of its uniqueness. Shaded nooks in parks and gardens are inviting places for this entreating seat.*



**The Colonial**

*This sturdy seat with beckoning COLORCRETE Shades combines simplicity in design with correct ornamentative lines.*





# The Colorcreting Process is Wholly New in Principle

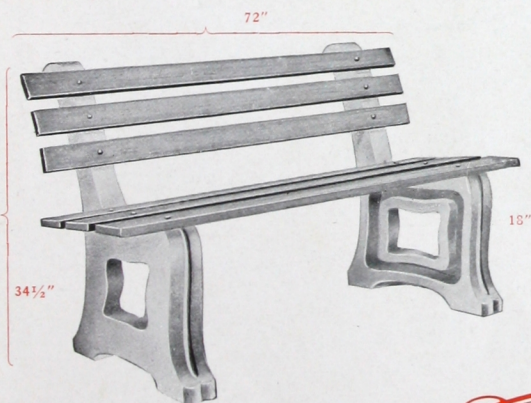
Colorcrete is applied to masonry surfaces by the fusing method. It embodies a patented formula process of mineral colors, Portland cement and certain chemicals which fuse the color and texture into the masonry surface so that the beautiful effect can only be destroyed by the destruction of the object itself. The Colorcreting material is ground in special mills under the supervision of our Engineering Department and supplied to you, ready for use, in 100 pound sacks. These sack containers are especially made for this purpose.

Colorcrete is applied by a special motor driven machine. The material, in plastic form, is shot into the surface under great pressure from the Colorcrete dual-control gun, which then releases a charge of special texture material which sets with the plastic mixture, producing a texture of infinite variation of tone and coloring. The machine operates from any electric socket and has finger tip control. A boy can operate it with ease. On page 23 the machine and its application is shown complete. And there is endless fascination in experimenting in beautiful effects. With the exercising of your own imagination you can create new effects entirely your own. People appreciate such special, made-to-order work. An increase in your business and profit is your just and due reward. You can, if you will, become the texture and color authority in the building circles of your locality.

With Colorcrete, unlike most businesses, financial rewards do not require a large initial investment. Average savings will start you in Colorcrete. Equipment, though exclusive, is not expensive. Your own home, your garage or basement may be your factory.

Colorcrete is big in opportunity—big enough for the highest vision. It is perfected—carefully worked out. Complete — with paths for expansion clearly open. Profitable — because it opens new fields, meets new and popular wants. Safe because it is without competition — operated on an exclusive franchise basis. Seldom is so complete an opportunity open to start with moderate capital.

In his book, "Building Your Own Business," A. C. Burnham, himself the owner of a million dollar company, says the chances are 75 to 100 that an average man will make a striking success in his own business compared with 5 to 100 if he works for another. Just think that over. Here is opportunity, a chance you have wanted. Read carefully the pages that follow. Check the Colorcrete proposition by every test of soundness, then act quickly. Success, business progress, financial rewards — all are open here to men of foresight and ambition.



**The De Luxe Park Bench**

*A comfortable bench that lends a finishing touch to parks, lawns, cemeteries, etc. Wooden bars provide material for back and seat. The permanent leg standards are colorcreted to harmonize with the painted green bars.*



**The Moorish Jar**

*This Colorcrete Jar is the embodiment of majestic beauty, for both interior and exterior decoration. Bowl is 18 inches deep.*





# The SPECIALTY Business Versus the Competitive\_\_

## Exclusive Advantages Mean Greater Rewards

Broadly speaking, there are in industry two main classes of business: the competitive and the specialty types.

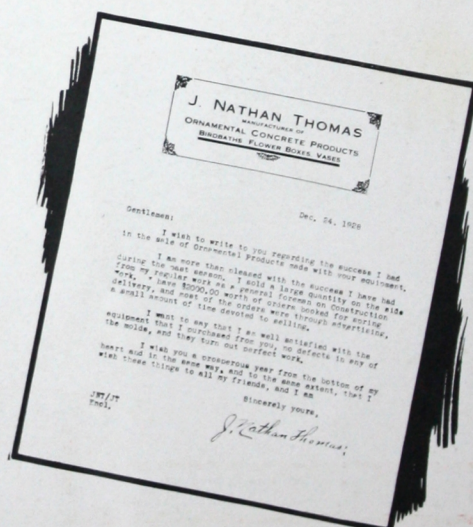
The competitive types occupy the more or less regulation fields. They produce standard products which, though necessary and useful, by their very nature cannot be developed in any exclusive way. Consider for an example a manufacturer of salt. He must refine his brine and produce practically the same article as his competitor. Or the meat packing concerns. Meat must ever remain simply meat. Such companies must depend for profits upon very efficient plants and operation and upon enormous volume at small profit margins. One of the great packers for example sells a billion dollars worth of products annually and earns less than two percent on this volume.

Obviously, in such a field, it is practically impossible to make sizeable amounts of money except on large volume obtained through expensive plants and wide operations. Experience shows a large percent of failures for those who embark in competitive fields with small capital.

### A Contrast in a Specialty Business

On the other hand, take a typical specialty business in the same general field, such as a breakfast food — an exclusive sort of wheat or corn flakes for example. A typical concern in this line does only a tenth of the business in dollars done by the great packing house, yet shows even greater actual profit. The difference lies in having something exclusive, something that by its nature is especially desirable. Beauty, convenience, style and charm set their own price values.

In Colorcrete you have a specialty business of practically ideal type. You hold the whip-hand over competition and your franchise protects you against another Colorcrete plant. Marketing their products according to the recommendations made in the manual, Colorcrete producers can show earnings of four to five thousand dollars on annual sales of ten thousand dollars. Figure for yourself which kind of business you prefer — exclusive or competitive. Then search where you will, you will not find a business which can be started with modest capital that can show the returns possible with Colorcrete.





# Broad Variety for Every Need and Taste Assures Wide Market



**The Chelsea**

A strikingly ornamental Urn. Filled with arbor-vitae or other ornamental trees, it makes doorways and entrances more attractive and inviting. Its balance and contour is effectively enhanced with soft Colorcrete tints.



**The Athenian**

The Athenian is well proportioned and very decorative. In colorful tints it adds splendor to porch nooks and elsewhere.



**The Roman**

This urn is extremely roomy, attractive and unique. In Colorcrete shades it lends enchantment to well-kept lawns, and stateliness to cemetery lots. Advantageously used with the Atlas Base, as shown on page 14.



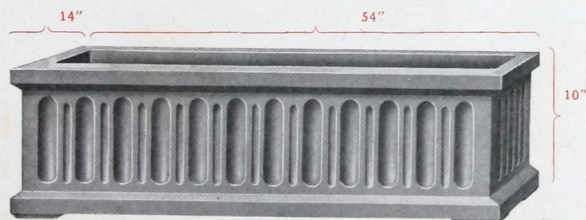
**The Plymouth**

A stylish urn, taller than the Athenian. It is adaptable either for interior or exterior decoration. Its correct and simple lines in design are enhanced by harmoniously selected color tints. Bowl is 14 inches deep.



**The Westminster**

Another popular vase with symmetrical lines and majestic grace. Furnished in any color. Bowl is 8 inches deep.



**The Doric**

The Doric admirably serves the desire for a large flower box, one suitable for broad window expanses. It is furnished in three lengths, and colorcreted in harmony with the window and home color scheme.



**The Celtic**

The Celtic is the embodiment of majestic charm. Combined with the Atlas Base as a setting it adds splendor to parks, yards and grassy expanses. Its large and roomy bowl permits profuse planting of vine, spray and flower garnishment. Colorcreted in any shade or texture desired. Bowl is 10 inches deep.





# Wholesale as Well as Retail Outlets for Sales

Really, you have two markets in Colorcrete: wholesale and retail. You figure as retail sales those you make direct to the home owner, garden lover and other direct sources of business. In addition, you have the sales that others are ready and eager to make for you on a proper business basis, such as sales produced through contractors, decorators, professional builders, landscape architects, department stores, and many others. These sales are liable to run into a volume of goods on a single transaction and you will, of course, want to have a special basis of handling them. With both a wholesale and retail market absorbing your output, it is easy to visualize the scale of your business and the corresponding earnings from it. You have volume without big

manufacturing overhead. A long list of products and consequent large sales possibilities without the cost of carrying a large stock, since you rapidly produce to care for any orders. This flexibility and simplicity of production is vastly important. Added to the supreme advantages you have in newness, beauty, novelty and attractive price it gives you a business which checks up in every particular as being little short of ideal. No wonder Colorcrete specialists prosper. No wonder that territories are closing rapidly everywhere. You can immediately see why, for yourself, as you conservatively weigh your advantages over other types of business propositions that are open to you.



*This novel idea of displaying their wares at prominent filling stations and tourist camps has produced a big stimulus to sales for Colorcrete Manufacturers. Tourists are big buyers of something that is beautiful, unique, and distinctive,—like Colorcrete Pottery.*





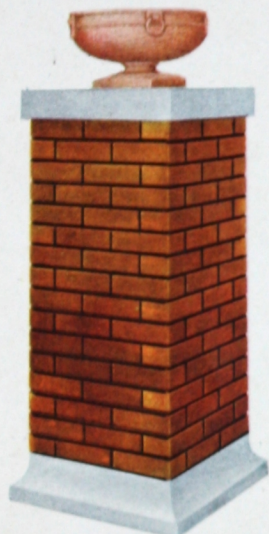
# Adding New Charm and Beauty Through COLOR-CRETE Products, Permanent, Economical



*Colorcrete Stipple Brick*



*Colorcrete Rough-text Brick*



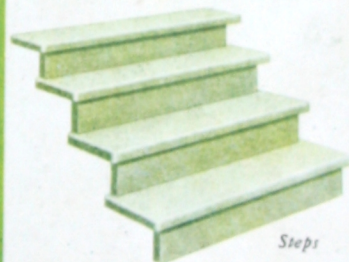
*Ornamental Post*



*Stepping Stones*



*Chimneys*



*Steps*



*Sills & Lintels*



*Caps and Dimension Stone*



*Flagstone Floors*



# Choice of any Color, Shade or Texture, to suit any Artistic Taste, carried out Permanently in Colorcrete

Even these photographic reproductions cannot do justice to the splendor displayed in Colorcrete.



✓ *The Westminster*



✓ *The Arcadia*



*The Aztec*



*Entrances made more beautiful and inviting*



*The Athenian*



✓ *The Roman with Atlas Base*



*The Normandy*



*The Rustic, Senior*



Rich, Textured Color Effects are Obtained Through  
The Entire Field of COLORCRETE Units. Nothing  
can approach its enduring charm



*The Moorish Jar*

To produce charm and beauty, and have  
it for a permanent source of pleasure  
and admiration, is the mission of  
Colorcrete.



*The Plymouth*



✓ *The Grecian Urn*



*Landscapes enhanced with Colorcrete*



*The Corinthian*



*The  
Birdfont*



*Colonial Seat*



*De Luxe Bench*



*Happy  
Hour  
Sundial* ✓



# Artistic Beauty, Charm and Individuality produced in these COLORCRETE Fireplaces



*Artcraft. Design No. 3*



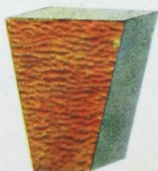
*Moderne. Design No. 6*



*Period. Design No. 4*



*Mediaeval. Design No. 7*





# The COLORCRETE Industries an Institution of Nationwide Strength and Prestige

In going into Colorcrete, you are not embarking in an unknown or untried business. You have something created by an organization with extensive facilities and long experience. Your product has been years in development and experimentation. Expert engineers have subjected it to very exhaustive tests. Research facilities have been lavished to make Colorcrete not only flawless as a product but simple and easy to produce with the special equipment you have to assist you. The name Colorcrete is exclusive and trademarked. It cannot be used except by franchise.

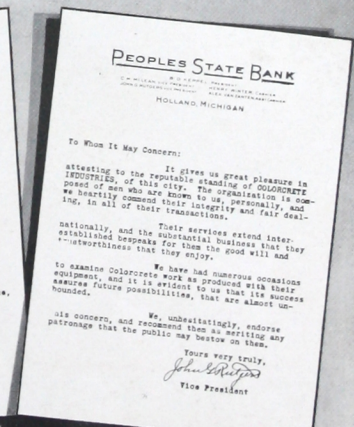
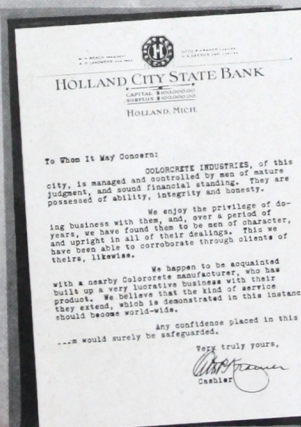


parts of the country. Known facts guide you. You follow proven paths.

Contrast this with attempting to develop and pioneer something for yourself. You can easily see the advantages Colorcrete offers. Working in the interests of every Colorcrete maker is the parent organization of Colorcrete Industries. Here is a great clearing house of research and engineering facilities, experience and counsel. Ready at all times to point out to you the profitable paths and the correct handling of anything you wish to attempt in your line. For your benefit, most

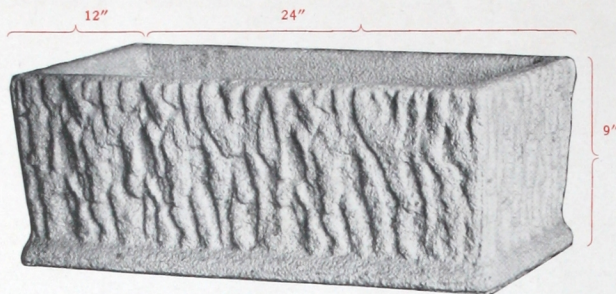
Moreover, while you will be the authorized maker of Colorcrete in your locality, you will operate just as others are successfully operating in other

attractive literature—folders, booklets and so forth have been prepared. This material for multiplying your sales and profits is available to you at any time.



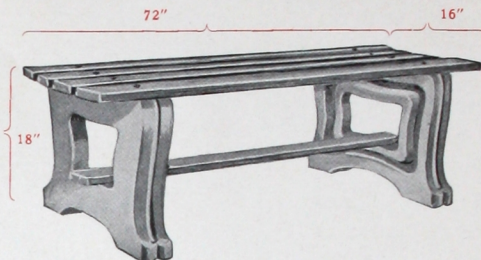


# A Wide Choice of Artistic Designs for Every Taste



**The Rustic, Senior**

*This rustic flower box, with bark-like exterior, meets with universal favor. The natural undulating texture as produced by the mold proper is further accentuated by the rough-text produced in Colorcreting. The bark colors can be easily imitated.*



**The Kumfort**

*This seat, likewise, is very attractive through colorcreted end standards. In any choice of color it is popular for parks, yards, golf courses, and cemeteries. It remains permanently in position.*



**The Grecian, Junior**

*This flower jar is a replica of the beautiful Grecian urn. It is suitable for both interior and exterior decoration. Very attractive for porches, entrances, sun-parlors, etc. An ideal size for selling with planted flowers. Greenhouse owners buy these in large quantities, for their trade, colorcreted to specifications.*

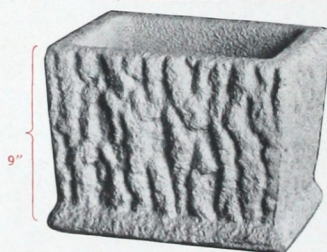
**The Corinthian**

*The Corinthian is of classic design. The roomy bowl permits flowers and hanging vines, in clustered formation, to extend over its wide expanse. When this floral adornment is placed on the Hercules base, it makes an inspiring center-piece for halls, lawns, gardens and entrances. Bowl is 5 inches deep.*



**The Arcadia**

*Flowers, blooming plants and shrubbery are nature's decorations. Merchants, home owners and garden lovers readily demand colorcrete pottery to effect individual combinations, and enhance nature's own gifts.*

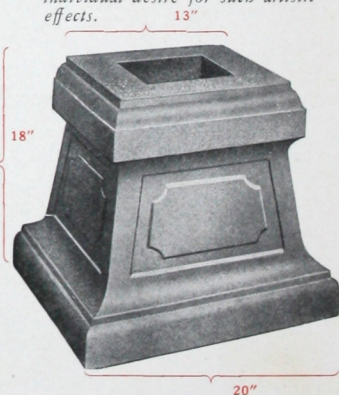


**The Rustic, Junior**

*Like the Rustic, Senior, this flower box has the same general appearance, though smaller in size. Merchants are zealous for new and distinctive decorative effects, and recognizing the charm of flowers, they seek such embellishments as are represented in Colorcrete to make their show windows more attractive to the public. Home owners and florists are large users of this design.*

**The Atlas Base**

*This base is indispensable. It provides, in one design, an attractive setting for the vases and urns. It permits the craftsman to exercise his ingenuity in using contrasting color treatment that pleases any individual desire for such artistic effects.*





# Trimstone and Decorative Stonework a Big Field



Endless as the possibilities in garden furniture, pottery, and Colorcreting may seem, there are other markets that must be examined and weighed to gain a true picture of the possibilities open to the Colorcrete producer. Trim stone and decorative stonework is another field in which the Colorcrete challenge remains unanswerable and in which this industry thrives.

Every home, every store, every garage, apartment, school, church, hotel and filling station—in fact every building of any kind, whatsoever, that is erected in

your locality produces a potential trim-stone customer for you.

## The Trim Stone Field

Trim stone possibilities include window sills, lintels, steps, thresholds, cornices, mouldings, railings, caps, plates, bases and many other items. You may never have given much thought to these things, but they are building essentials and contractors everywhere must use them by the thousand.

Increasingly, with the trend toward permanence in





# Nothing in this Market Compares with Colorcrete

building, there has been a demand for stone trim. But in hundreds of cases the high cost of marble, granite, limestone and the like has deterred builders from their use. Plain concrete has been used in many cases despite its drab color effect. But now, Colorcrete brings permanence and beauty at a cost well within the reach of every man who builds.

## Colorcrete Steps

Pre-cast steps and risers are far superior to the ordinary type of cement construction. When of Colorcrete, their beauty becomes an important contribution to the architecture and color harmony of the building. In this field, as in others cited, the Colorcrete specialist has literally no competition whatever. Nobody has anything at all like what you have to offer.

## Decorative Stonework

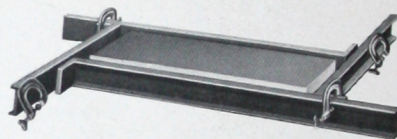
Such decorative stonework as keystones, plaques, medallions, etc. is easily and economically produced in Colorcrete. No doubt, you have seen the new architectural effects whereby decorative stone is blended into walls of brick or stucco. Color is making such work increasingly popular. And beauty is the silent salesman every Colorcrete specialist employs without any cost whatever.



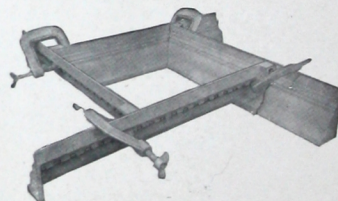
*Colorcrete Molds have been designed with great care and precision. In a mold that produces artistic units, the pattern must be perfect. This required perfection extends from the nature of the molding surface of the form proper to the method of operation of the mold itself. Fine-grained iron, the same as automobile cylinder blocks, is used in Colorcrete equipment.*

## Stepping Stones and Flags

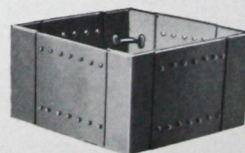
First found largely in the grounds of large estates and elaborate homes, the fashion of stepping stones and flagstone walks has been invading all classes that could possibly afford them. The variegated charm of this sort of walk or path is indeed beautiful—even in the flat colors of ordinary (yet expensive) natural stone, shipped hundreds of miles at heavy expense. But think of the color possibilities here with Colorcrete! One plant reports laying a sample walk and receiving calls enough the following day to keep them busy for weeks. Flagstone business naturally ties up with garden furni-



*This adjustable all-steel mold produces all sizes of caps, sills, lintels, steps, etc., in fact, every conceivable size that is used in practical trim stone construction. The mold is rigid and self-squaring.*



*The adjustable Cornice mold produces over 100 sizes to meet any specification for this type of unit. Its balanced proportion adds to the appearance of any trimstone job. The flare, or reduction, is 6 inches from top to bottom.*



*The standard core is adjustable from 6 to 14 inches, both width and length. It is essential to have an adjustable core to reduce the weight of the finished product to a minimum, for easy handling. It saves cement and enables reduction of manufacturing costs.*



# Large in Wholesale Possibilities

ture and pottery. One leads to the other. A woman will delight in the charm of a Colorcrete bench and then want to match this with an harmoniously colored walk and perhaps a bird-bath and other pieces. You have only to point out the beautiful effects possible, to awaken interest and stimulate a whole succession of sales — for every sale you make becomes a living, permanent advertisement of your craft.

## Working with Contractors

In trimstone and decorative stonework, much business can be done on a wholesale basis. Alert builders are always looking for something new, something that will lift the homes they build above the ordinary. Show contractors and architects what you have to offer. Their business constitutes not a single sale, but a constant volume of sales,

for they must use trimstone in everything they build. In many cases, Colorcrete men also tie up with stone masons, handling this department of their business largely at wholesale and concentrating on the other branches for direct sales.

An arrangement such as this places you in position to keep up production in your plant, in that diversified Colorcrete stocks would be carried by your dealer, and be replenished by you as the demand warranted. This method greatly decreases your overhead expenses, inasmuch as wholesale business of this kind comes to you without loss of time in sales effort.

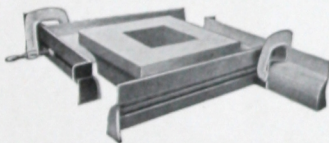
There is another phase that is decidedly to your advantage, in that dealers, as well as wholesalers, welcome a commodity that has beauty characteristics, for display purposes, which, in this case would be a stock of the various pieces of Colorcrete that you manufacture.

With so many angles to work, it is obvious that constant volume is readily attained.

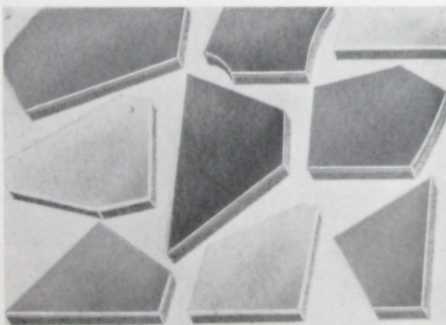
A lot of information as to prices, costs, sales practices, etc., in this department, are given in manual.

*If you had the only shoe shining parlor, the only meat shop, grocery, hardware or jewelry store in town, you would soon be financially independent, wouldn't you? In a large city, a privilege like this divided among three or four men would make them all wealthy.*

*The COLORCRETE franchise offers you just such an exclusive privilege for your locality. It protects your business, guards your investment and assures your future. That is why the COLORCRETE industry is attracting real business men who appreciate the opportunity it offers for a non-competitive business.*



*This cap and base mold has a wide range. Produces over 250 sizes to meet any specification, for bases, chimney tops, etc. The flare, or reduction, from top to bottom is 4 inches, which, with its height, produces pleasing symmetry.*



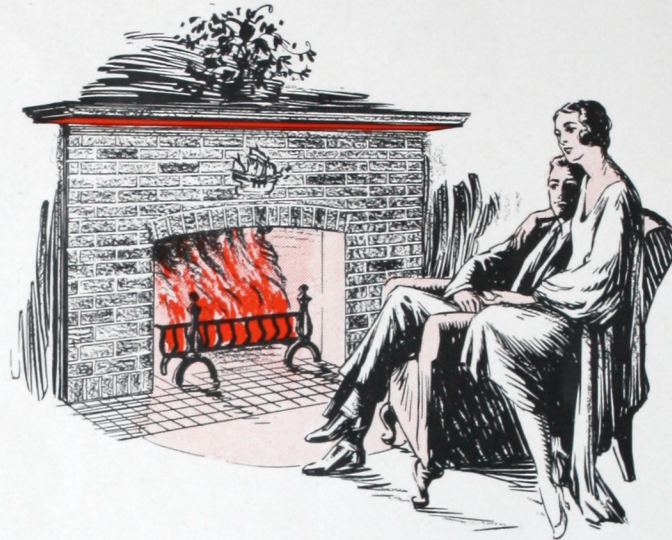
*Colorcrete Stepping Stones and Flags are designed as to proper size of unit, contour, and angle, so that a wide variation is made possible in the finished walk or floor. In walks, any desired width is made possible, by the unique method of combining the different design stones.*



*Colorcrete Molds are designed with a further view toward economy. Materials are not wasted, as the cores for fashioning the bowls are carefully and scientifically brought to such a size so that the finished product does not have superfluous weight, yet maximum strength.*



# THE FIREPLACE



## The Heart of the Home

Probably nothing in the home is so closely linked with home life as the fireplace. From time immemorial the symbol of the home and of hospitality has been the fire on the hearth.

Modern builders are appreciating this fact increasingly. There is a rapidly increasing tendency toward the greater use of fireplaces. Thus, although the fireplace today is not essential from a heating standpoint, it is becoming, nevertheless, more popular than ever.

And since the fireplace is installed today because it is a beautiful and cheerful addition to the home, the question of its design, color and distinctiveness is all important.

Here, of course the Colorcrete specialist has a golden opportunity. Not only can you offer a wider range of

color than any one else, and interesting possibilities in design through the use of contrasting medallions, key-stones, etc., but you can also offer these things profitably at prices which insure a brisk demand.

### Custom-built for Every Home

The fireplaces illustrated in the center section of this book are merely suggestions for you and your customers. Detailed plans of designs shown can be furnished. There is absolutely no end to the designs you can create. Variations in color, in texture, color combinations, different uses of ornament, types of mantel and hearth — you can build a different fireplace for every home in town, giving your customers a custom-built creation with all the distinction and value attached to that which is especially designed or made to order.





# A Broad Market with many Extra Possibilities

Use the illustrations in this book freely to show what you can do. Acquaint your locality with the fact that you are the source of supply for this nationally famous commodity. If you will but show your wares, and quote your prices, your problem will not be one of making sales, but keeping up with demand.

## The Finishing Touch

The equipment included in the fireplace department of your Colorcrete business equips you for all sorts of special work which further extends your market. You can for example, produce brick in colors not obtainable in clay brick of any kind. Uses of specially colored and textured brickwork combined with decorative stone include such things as porch and sunroom floors, basement billiard rooms—walls and floors, lily ponds, gate-

ways, garden walls, niches, retaining walls for all of the commoner uses of brick and stone.

Reports on new Colorcrete uses and developments are constantly coming in to the headquarters of Colorcrete Industries. Full data may be had on request and special bulletins will be issued on important points.

Like an individual unit of a great organization, you benefit by the discoveries of other Colorcrete producers, but you apply this information for your own profit.

Study the manual carefully. It outlines in detail what you can expect from your market. Bear in mind, however, that only by your own action can you secure Colorcrete for your vicinity. Requests for territory are coming in constantly and franchises are granted on the basis of time order is received. Act before someone else secures the opportunity now open to you.

## Attractive Literature to Broaden and Intensify Sales





# COLORCRETE Brick Machine and Mixer

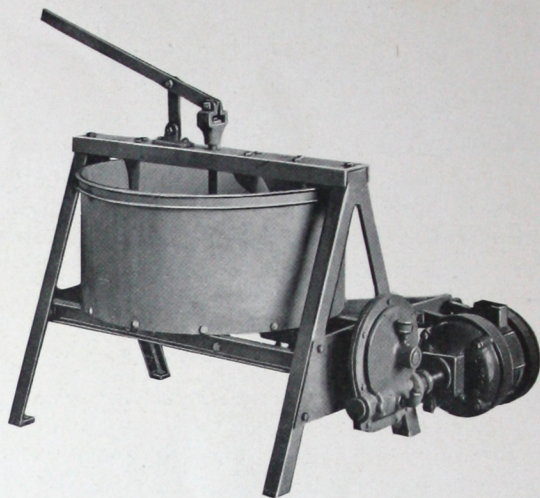


## BRICK MACHINE

As a Colorcrete Specialist in manufacturing and supplying brick in a full range of rich colors, tones and textures, for your custom-made fireplaces, porches, chimneys, etc., it is a decided advantage to have a brick machine that has extra capacity. This enables you to take care of business that you will get, aside from the brick that you would furnish direct to the consumer.

Your wholesale business must be considered, as you will have a big demand for Colorcrete Brick coming from lumber and building supply dealers. Your plant will be the only source of supply for these beautiful Colorcrete Brick, and after once they are introduced, clay brick cannot compete with them, on account of the wide choice of variegated rich colors and textures.

This machine makes 10 brick of standard size at a time. They are made normally wet to produce strength and hardness. Big daily capacity is possible. Can be operated by one man. Made



on a wooden pallet, the division plates are quickly and easily withdrawn, and the brick carried away for curing. The manufacture of true, sharp-cornered brick is simplicity itself.

## COLORCRETE SHOVEL TYPE MIXER

The Shovel type concrete mixer is the one we recommend for all Colorcrete work. It is designed especially to meet a high standard in thorough mixing. It is necessary to have a machine that shovels, stirs, rolls, turns, and trowels the mass, leaving no particle of the mix unblended. The sand or aggregate is shoveled into the drum, proper amount of cement added, and then thoroughly mixed. After the dry aggregates are perfectly blended, the required amount of water is added, and the mixing continues to insure perfect plasticity. The mixture is always in sight.

Aside from the necessary mechanical design of this machine, it also is an innovation in labor-saving and low cost of operation. It is electrically driven, powered with a high grade 1½ H.P. Motor, Single Phase, 60 cycle, A.C. Connect to a light socket, and the machine is ready for mixing. The power transmission is worm and gear, completely enclosed. This drive is positive and economical in power consumption. The Mixer is easily portable.

This mixer will pay for itself in a few months, as it eliminates labor in hand mixing, and does it far more satisfactory than can be done by hand.

## Colorcrete Industries

Holland, Michigan





# COLORCRETE NOW OFFERS A LIFETIME OPPORTUNITY IN YOUR COMMUNITY FOR BIG EARNINGS UNLIMITED FUTURE AND FINANCIAL SUCCESS



SHOWING, pictorially, the wide scope of

Colorcrete activity, tells a story even better than words can do it. You have here the ingenious wonder, the self-contained motor driven Colorcreting machine, that transforms the cold, unattractive, and inartistic to the realm and plane of the beautiful and charming — as if by magic. Ornamental Pottery and Flower Boxes, Garden Furniture and masonry units in general are given beautiful and everlasting colors and tints. The big scope of activity in interior and exterior decorating is here depicted in actual practice. This wide field for the development of a Colorcrete business should be readily apparent to you. Nothing, heretofore, in wall decoration and finish, has had the merit that Colorcrete possesses.

You are not limited, if, starting your Colorcrete business in a basement, garage or cellar, should be your desire, like others have done. The important thing is to get started now, and take care of your expansion out of your earnings. Naturally, your aim should be production as large as possible, because your returns are commensurate with the amount of Colorcrete products made.

It should not be difficult for you to visualize the tremendous extent of Colorcrete industry. A wide open market on every hand, receptive for just that which you can furnish in Colorcrete.

With this rare opportunity to get in "on the ground floor" now, in an exclusive business, one over which you have entire control, with a future practically unlimited, you should wire or write us immediately before someone else secures the Colorcrete proposition for your vicinity ahead of you.

A Colorcrete Display Yard







*YOU are invited to join the  
ever-increasing group of suc-  
cessful Colorcrete Manufactur-  
ers and Specialists.*

